

As a major self-insured employer offering health benefits to 140,000 covered lives, a high-volume food purchaser, and leading institutional service provider, the State can lead by example to improve public health and lower costs by adopting and implementing comprehensive wellness policies.

Eighty percent of heart disease, stroke, and diabetes and forty percent of certain cancers can be prevented through healthy eating, physical activity, and tobacco-free living. There is a solid evidence to support the State's adoption of science-informed comprehensive wellness policies across all agencies, as leading Maryland employers have done with notable success as described in the attached. (Appendix A describes notable employers' actions and results).

Health and wellness policies to improve the food environment, encourage physical activity, and support tobacco prevention and cessation at the worksite would have a major impact on the health of Marylanders. Such policies implemented, if at all state agencies would support approximately 80,000 state employees and nearly 19,000¹ Marylanders residing in state facilities.

The HQCC recommends that Maryland establish a Health and Wellness Task Force to design and implement statewide wellness policies. This Task Force should be staffed by the Department of Health and Mental Hygiene with the at least one representative from selected State agencies such as: Aging, Agriculture, Budget and Management, Education, General Services, Juvenile Services, Natural Resources, Planning, Public Safety and Correctional Services, Veteran Affairs, as well as union representation. The Task Force purpose will be to develop and implement wellness policies, such as:

- Develop and promote **healthy food and beverage policies** both for foods served at state institutions and foods available for purchase at state workplaces.
- Develop and promote **healthy meeting policies** for all state agencies.
- Establish and promote universally available, comprehensive **tobacco cessation** and evidence-based **nutrition counseling** benefits.
- Establish and support comprehensive health management policies for all state agencies related to **physical activity, behavioral health, and breastfeeding**.
- **Prohibit sale of tobacco products** at all state workplaces.
- Establish and support **tobacco free campuses** for all state agencies.

We recommend that the Task Force be convened in November 2011 with an initial plan of action developed by January 1, 2012.

¹ Includes individuals served food at state correction, juvenile, veteran house, and public health hospital facilities.

Workplace Wellness Success Stories



Better health, It's your move².

The State of Massachusetts' worksite wellness initiative, Mass in Motion, promotes wellness and the prevention of overweight and obesity with a focus on healthy eating and active living. As a part of this statewide initiative, Governor Deval Patrick signed an Executive Order in 2009 that required certain state agencies to follow the Massachusetts' State Food Standards when purchasing and serving food and beverages to agency clients and patients. The standards, which align with the Dietary Guidelines for Americans, encourage healthy food options such as: whole grains, fruits and vegetables (preferably locally grown), lean cuts of meat and poultry, alternative protein sources and non-fat dairy. Their success was attributable to shared executive buy-in, a thorough assessment of the current food environment at state agencies, and sufficient staff support.



If at first you don't succeed, try try again³.

As a regional health care organization, LifeBridge Health has well over 7,000 employees in over five facilities and affiliates in northwest Baltimore City and Baltimore County. The eight year journey of the company's wellness program resulted in the launch of a full service initiative in 2011, entitled "LiveWell @ LifeBridge." This program uses a "stick" approach to set certain requirements for employees to complete HRAs and other wellness tasks for which they receive points (including personal health review, action plans, physicals, preventive health screening, and vaccinations.) Employees who do not complete their HRA and receive a certain number of points face a penalty in which they will have to pay a larger percentage of the cost of their health plan; which equates to between \$20 to \$70 a month. Within five months of implementation 83% of employees had completed their HRA and 29% has met the annual points requirement. In the future they plan to enhance the plan by modifying the point system and adding additional activities to gain points; such as dental exams, visions, exams, and independent exercise.



Simplification can be complicated. But simplifying and consolidating can be worthwhile³.

McCormick is a global manufacturer, distributor, and marketer of flavoring products to both consumers and the food industry with 2600 employees located in Maryland. With a robust but inconsistent focus on health benefits, the company redesigned their employer-paid health and welfare benefits program in 2010 to simplify, strengthen, and enhance its strategic positioning and value proposition. In less than one year they were able to establish these changes: have one main medical plan provider, a voluntary vision program, a new life insurance carrier, and an insurance carrier with enhanced coverage. Additionally, McCormick's medical department focus shifted to being a true onsite medical facility. Although these radical changes were difficult to achieve, the success of these efforts were attributable to the executive support, integrated change management activities, frequent communication, employee training, and reinforcement.

² http://www.mass.gov/?pageID=eohhs2terminal&L=5&L0=Home&L1=Consumer&L2=Prevention+and+Wellness&L3=Healthy+Living&L4=At+Work&sid=Eeohhs2&b=terminalcontent&f=dph_mass_in_motion_work&csid=Eeohhs2

³ Retrieved from the Mid-Atlantic Business Group on Health's Systems Approach to Health Benefits Symposium on July 15, 2011.

Appendix B

Proposed Health and Sustainability Guidelines for Food Offered and Served in State Agencies⁴

	Standard criteria	Above standard
Nutrients and Food Products		
Transfat	- All products purchased contain 0 grams trans fat. Oils and fats used in preparation must also be 0 grams trans fat and low in saturated fats.	
Sodium	- All individual food items must contain ≤480 mg sodium as served, unless otherwise designated - All meals must contain ≤900 mg sodium, as served.	- Purchase “low sodium” (140 mg or less sodium per serving) or “reduced sodium” (original sodium level reduced by 25%) whenever feasible; all products must have 480 mg or less sodium per serving, unless noted.
Recommended Food Category Standards		
Beverages	- Offer drinking water, preferably chilled tap. - 100% fruit juice. - Vegetable juices must contain ≤230 mg sodium per serving. - At least 50% of available beverage choices (other than 100% juice and unsweetened milk) must contain ≤40 kcalories/serving.	- Beverages with more than 40 kcalories/ serving, only offer servings of 12 oz or less (excluding unsweetened milk and 100% juice). - At least 75% of beverage choices (other than 100% juice and unsweetened milk) must contain ≤40 kcalories/serving. - Offer as a choice a non-dairy, calcium-fortified beverage (such as soy or almond beverage); these beverages must not provide more sugars than milk (thus be 12 g sugar/8 oz serving or less), provide about the same amount of protein (at least 6 g/8 oz), calcium (250 mg/8 oz), and provide less than 5 g total fat (equivalent to 2% milk). - Offer at least one low sodium vegetable juice (≤140 mg sodium per serving).
Canned fruit	- All canned or frozen fruit must be packaged in 100% water or unsweetened juice, with no added sweeteners.	
Vegetables	- Offer daily, at least one raw, salad-type vegetable and at least one steamed, baked, or grilled vegetable seasoned, without fat or oil. - All vegetable offerings must contain ≤230 mg sodium, as served. - Mixed dishes containing vegetables must contain ≤480 mg sodium, as served.	- Offer at least one prepared vegetable option with ≤140 mg sodium as served.
Cereals and grains	- When cereal grains are offered (e.g., rice, bread, pasta), then a whole grain option must be offered for that item as the standard choice. - All cereal, bread, and pasta offerings must contain ≤230 mg sodium per serving. - A minimum of 50% of breakfast cereal options will contain whole grains with at least 3g of fiber and less than 10g total sugars per serving.	- When cereal grains are offered (e.g., rice, bread, pasta), a 100% whole grain option must be offered for that item as the standard choice. - If cereal is offered, offer at least one cereal with ≤140 mg sodium per serving.
Dairy/ yogurt/ cheese/fluid milk	- If milk is offered as a beverage, only offer 2%, 1%, and fat-free fluid milk. - If cottage cheese items are offered, only offer low fat (2% or less) or fat-free items. - If yogurt is offered, only offer 2%, 1%, or fat-free yogurt. If yogurt is offered, only offer yogurt with	

⁴ This document outlines standards for food purchased and meals prepared, with the goal of improving the health of individuals served by all state agencies within the Executive Department. These standards are modeled after the HHS USGSA standards ([http://www.gsa.gov/graphics/pbs/Guidelines for Federal Concessions and Vending Operations.pdf](http://www.gsa.gov/graphics/pbs/Guidelines%20for%20Federal%20Concessions%20and%20Vending%20Operations.pdf)) and based on the 2010 Dietary Guidelines for Americans (<http://www.cnpp.usda.gov/dietaryguidelines.htm>).

	no added caloric sweeteners or yogurts labeled as reduced or less sugar according to FDA labeling standards - Processed cheeses must contain ≤ 230 mg sodium per serving	
Protein foods	- When protein entrees are offered, offer lean meat, poultry, fish, or low-fat vegetarian entrée choices. - At least twice per week, offer an entrée with a vegetarian protein source. - Canned or frozen tuna, seafood, and salmon must contain < 290 mg sodium per serving, and canned meat < 480 mg sodium per serving.	- A low fat vegetarian entrée must be offered every day.
Other considerations	- Deep-fried options must not be marketed or promoted as the special or feature of the day. - Limit deep-fried entrée options to no more than one choice per day. - Offer half- or reduced-size choices for some meals and concessions items, when feasible. - Where value meal combinations are offered, always offer fruit or a non-fried vegetable as the optional side dish, instead of chips or cookie.	- Make healthier options more appealing to the consumer by offering them at a reduced price as compared to less healthy alternatives. - Offer desserts that use less or no added sugars. For example, offer desserts prepared with fruits, vegetables, nuts, seeds, apple sauces, and yogurts without added sugar.
Sustainability Guidelines		
General operations	- Participate in waste reduction, recycling and composting programs, as available. - Promote and incentivize the use of reusable beverage containers. - Promote use of tap water over bottled water. - Use green cleaning practices. - Use integrated pest management practices and green pest control alternatives to the maximum extent feasible. - Provide materials for single-service items (e.g., trays, flatware, plates, and bowls) that are compostable and made from bio-based products.	
General food	- Offer 25% of the product line to be organically, locally, or documented sustainably grown (e.g., integrated pest management, pesticide free, other labeling programs). - Offer seasonal varieties of fruits and vegetables.	- Offer 35% of the product line to be organically or locally or documented sustainably grown (e.g., integrated pest management, pesticide free, other labeling programs).
Sustainability labeling	- Label Organic, local, or documented sustainably grown food items available in food service at the point of choice.	- Educate about the value of agricultural best practices that are ecologically sound, economically viable, and socially responsible in agency concessions services with signage, informational programs, or other means of communicating the benefits of the items that are labeled organic, local, and/or sustainable. For locally grown foods, include information that identifies the farms and sustainable practices used.
Animal products	- Only offer fish/seafood identified as “Best Choices” or “Good Alternatives” on the Monterey Bay Aquarium’s Seafood Watch list or certified by Marine Stewardship Council (or equivalent program).	- Offer Certified Organic or documented sustainably or locally produced milk and milk products. - Offer Certified Organic or documented sustainably or locally produced eggs and meat (e.g., grass fed, free-range, pasture raised, grass finished, humanely raised and handled).
Beverages	- Offer drinking water, preferably chilled tap.	- If offering coffee or tea, include coffee or tea offerings that are Certified Organic, shade grown, and/or bird friendly. - If composting is available, bottled water must be offered in compostable bottles.

Appendix C

Proposed Comprehensive Tobacco Cessation Coverage Benefits⁵

How Should Benefits Be Designed?

Benefits for proven tobacco-use cessation treatments have been shown to increase treatment use and the number of successful quitters; therefore, both the Public Health Service-sponsored Clinical Practice Guideline, Treating Tobacco Use and Dependence, and the Community Preventive Services Task Force recommend that all insurers provide tobacco cessation benefits that do the following:

- Cover at least four counseling sessions of at least 30 minutes each, including proactive telephone counseling and individual counseling. While classes are also effective, few smokers attend them.
- Cover both prescription and over-the-counter nicotine replacement medication and bupropion.
- Provide counseling and medication coverage for at least two smoking cessation attempts per year.
- Eliminate or minimize co-pays or deductibles for counseling and medications, as even small copayments reduce the use of proven treatments.

⁵ http://www.cdc.gov/tobacco/quit_smoking/cessation/coverage/page1/index.htm Retrieved 9/20/11.